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CENTRAL FAX CENTERApplication No. 09/825,758
Amendment dated September 5, 2007
Reply to Office Action of April 5, 2007

SEP 05 2007

REMARKS

Applicant cancelled claim 27 without prejudice or disclaimer of its subject matter and amended claims 1-3, 11-17, 19-26, and 28-48 to further define Applicant's claimed invention. Virtually all the amendments to the dependent claims were made for consistency with the changes made to the language of the independent claims, including changing the "steps language" to "acts language" and not to distinguish over the cited art. Support for the amendments to independent claims 1, 25, and 42 is found at least on page 6, line 17 to page 9, line 25, page 8, lines 3-4, page 11, line 22 to page 12, line 8, page 12, lines 14-16, and in FIG. 4 of the application. No new matter has been added.

In the Office Action, the Examiner rejected claims 1-4, 11, 16, 18, 19, 21, 23, 25-27, 30, 35, 36, 38 and 40 under 35 U.S.C. § 102(e) as being anticipated by U.S. Publication No. 2002/0052925 to Kim et al. ("Kim"); rejected claims 5, 6, 8, 22, 24, 28, 29, 39, 41, 42, 47 and 48 under 35 U.S.C. § 103(a) as being unpatentable over Kim; rejected claims 15, 34 and 46 under 35 U.S.C. § 103(a) as being unpatentable over Kim in view of U.S. Publication No. 2002/0016736 to Cannon et al.; rejected claims 12-14, 31-33 and 43-45 under 35 U.S.C. § 103(a) as being upatentable over Kim in view of U.S. Patent No. 6,094,677 to Capek et al.; and rejected claims 17, 20, 34 and 37 under 35 U.S.C. § 103(a) as being upatentable over Kim et al. in view of U.S. Patent No. 6,011,537 to Slotznick.

Applicant amended independent claim 1 to recite "delivering the user requested content to the user interface," "interrupting the delivering of the user requested content to the user interface and delivering the advertising content to the user interface," and "continuing the delivering of the user requested content to the user interface after the delivering of the advertising content is complete." Independent claim 42, as amended, recites "saving the address requested by the user and interrupting delivery of the contents of the address to the user interface," the "delivering of the advertising content to the visual display being uninterruptible by the user for a selected period of time," and "continuing the delivery of the contents of the address requested by the user to the user interface after the delivering of the advertising content is complete." Kim does not disclose or suggest such methods.

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Kim teaches that a "user clicks a link in the web browser or navigates to a web page by typing the address (URL) in the address bar" and that if "the downloading time of the target web page exceeds a pre-determined threshold value," then "a matched AD is presented." (Kim, paragraph 77). Kim further teaches that "[d]uring the presentation time, user's web browser downloads the target web page as usual." (Kim, paragraph 77) (emphasis added).

In Kim, the delivering (downloading) of the web page (user requested content) to the web browser (user interface) is not interrupted during the delivery of the advertising content to the user interface. Thus, Kim does not teach "interrupting the delivering of the user requested content to the user interface" as recited in independent claim 1 or "interrupting delivery of the contents of the address to the user interface" as recited in independent claim 42. Consequently, Kim does not teach or suggest continuing the delivery "of the user requested content" or "of the contents of the address requested by the user" to the user interface after the delivering of the advertising content is complete as further recited in independent claims 1 and 42.

Kim further teaches that "[t]he present invention uses a virtual browser to display the information" and that "[t]his virtual browser does not hinder the operation of the web browser since only the screen display is overlaid." (Kim, paragraph 78). In Kim, "[t]he user can still view and click the menus and bars of the web browser." (Kim, paragraph 78). Since the user can click the menus and the bars of the web browser, Kim does not teach or suggest that the delivering of the advertising content to the visual display is unintermittible by the user for a selected period of time as recited in independent claim 42.

Independent claim 25 recites a method for delivering advertising content to a user interface, including "measuring an amount of time between the user's interactions with the user interface." No such method is disclosed or suggested in Kim. Kim teaches that "[t]he client shows an AD after a certain period of time from the last presentation of any AD, for example 3 minutes. If this time interval is not reached, it does not show an AD." (Kim, paragraph 81). Thus, Kim teaches measuring an amount of time (e.g., 3 minutes) between AD presentations. Kim does not teach or suggest measuring an amount of time between the user's interactions with the user interface as recited in independent claim 25.

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Applicant respectfully submits that the Examiner's rejections of independent claims 1, 25, and 42 have been overcome. Applicant submits that independent claims 1, 25, and 42 are allowable and that dependent claims 2-6, 8, 11-24, 26-41, and 43-48 dependent from independent claim 1, 25, and 42, or claims dependent therefrom, are allowable at least due to their dependency from an allowable independent claim.

In view of the foregoing remarks, it is respectfully submitted that the claims, as amended, are patentable. Therefore, it is requested that the Examiner reconsider the outstanding rejections in view of the preceding comments. Issuance of a timely Notice of Allowance of the claims is earnestly solicited.

To the extent any extension of time under 37 C.F.R. § 1.136 is required to obtain entry of this reply, such extension is hereby respectfully requested. If there are any fees due under 37 C.F.R. §§ 1.16 or 1.17 which are not enclosed herewith, including any fees required for an extension of time under 37 C.F.R. § 1.136, please charge such fees to our Deposit Account No. 50-1068.

Respectfully submitted,

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